

ABSTRACT

A method and system selectively provide content to a user over a communications network based upon the detected bandwidth throughput or speed the user is experiencing while communicating over the network. The determination of the bandwidth throughput or speed is not based upon the access mechanism of the users (e.g., dial-up, DSL, cable modem), but is based upon the effective bandwidth throughput the user is experiencing. Briefly, according to the method, the speed is determined automatically; the content is selected based on the determined speed and communicated to the user. Speed may be determined automatically by measuring throughput at the user system or the server side. Preferably the speed is determined non-intrusively. Further preferably, the speed between the user and a particular server is determined for example by measuring the speed of the transfer of a plurality of data content items which measures may be averaged.

G:\DATA\PAT\WORDPAT\13587_27.doc